

A8: Promoting the collection

PR Plan – Frank R. Walkup Library John Muir High School

Create a plan to promote new resources to students and staff. Plans could include at least 2 of the following ideas: newsletter, bookmark, display, PSA (public service announcement), in-service, Booktalk, podcast, vidcast.

Include details on implementation (5 points) and one actual promotion product (created using technology)

| | Strategy or Idea | Students | Faculty & Staff | Administration & District | Parents | Community |
|----------|--|----------|-----------------|---------------------------|---------|-----------|
| Priority | | | | | | |
| A | Needs assessment via survey (online & written) | x | x | | | |
| | Maintain wish lists online | | | | | |
| D | • Public lists at Amazon and B&N | x | x | x | | |
| A | • In-house on publishers sites (i.e. Library Video, Titlewave) | x | x | | | |
| D | • On Library webpage on School Fusion site | x | x | x | x | x |
| A | Attend meetings regularly to support curriculum and promote collection (Teacher Collaboration, Staff, Mustang Leadership Team, Rtl, Dept., PTSA, Community Collaboration, SSC) | | x | x | x | x |
| A | Encourage use of Main Reference Room for community meetings (Alumni, Puente, ELAC, PTSA) | | x | x | x | x |
| A | Implement & administer AR program – in-service training for teachers and instructional aides | x | x | | | |
| B | Create & post new titles lists on Library web pages and Destiny | x | x | | | |

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| B | Host staff meetings in Main Reference Room | | x | x | | |
| B | Annual report of the Library | | | x | x | |
| B | Semester statistical reports to Asst. Principals & Principal | | x | x | | |
| B | Open door policy during in library lessons | | x | | | |
| B | Regular announcements through school newspaper, Principal's newsletter to the community, weekly News Bulletin | x | x | x | x | |
| B | Classroom visits – book talks, lesson collaboration | x | x | | | |
| B | Present collection development plan at SSC, Staff Meeting & Secondary Librarians PLC | | x | x | | |
| D | Open library for Back to School Night & Open House | | | | x | x |
| D | Blog weekly on School Fusion site | x | x | | | |
| D | Use Facebook, Twitter & Tumblr to communicate outside of school | x | | | x | |
| D | Use Web 2.0 (3.0) tools to create flyers, online posters, wikis, etc. to promote strengths in the collection and new materials | x | x | | x | |
| C | Solicit student book reviews for Destiny & Library Review notebook in any format (videos, podcasts, blogs, written or drawn) | x | | | | |
| B | Maintain teacher only group page on SchoolFusion - blog at least bi-weekly | | x | x | | |
| B | Maintain homework center with several copies of each textbook for use in the library | x | | | | |
| D | Create subject and genre lists on Destiny | x | | | | |
| D | Encourage students to activate their Quest accounts on Destiny | x | | | | |
| B | Open off campus access to the Library OPAC | x | x | | x | |
| A | Maintain District Library webpage | | | x | x | x |
| B | Re-activate Mustang Readers Club | x | | | | |
| D | Re-activate Book to Movie Club | x | | | | |
| A | Take new Spanish Fiction materials on a road trip to the Spanish classes. Book Talk several. | x | | | | |

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| D | Host FreeRice. Com contests in the Research Computer Lab using dictionaries & thesauri | x | | | | |
| D | Create interactive bulletin boards and displays for the Reading Room | x | | | | |
| A | Label & display new books on counters & on empty space at the ends of shelves | x | x | x | | |
| D | Collect sets of books by genre to check out to ELA, ELL and Comp classrooms | x | x | | | |
| B | Create and publish AR Reading Ladders by subject & genre | x | x | | | |
| D | Create and publish online and hardcopy Pathfinders | x | x | | | |
| Priority Key - A=Important/Urgent , B=Important/Not-Urgent , C=Less Important/Urgent , D=Less Important/Not Urgent | | | | | | |
| Completion Key - Green=In Progress , Yellow=On Hold , Red= Not Started | | | | | | |

Reflection

I have just completed the first year at this library. Library use and circulation were non-existent when I arrived since the library had been closed for most of the previous year due to staffing issues. My first priority was to open the library again and begin the process of enticing the students back. I also needed to be very visible outside of the library to encourage the faculty to use what the library has to offer. The public relations focus was all about identifying needs. I used many of the ideas and strategies in this plan to increase public awareness of the library, its collection and its services. The school administration has made promoting reading through Accelerated Reader a high priority as well.

This year the focus is on evaluating and updating the collection. As the new materials arrive and the old materials are discarded, we will be creating new tools to promote how the library collection can meet the identified needs. Some of the tools will be inside the library but most will be designed to reach them outside of the building. Heavy emphasis will be placed on travelling library collections such as the new Spanish Fiction material from the Order assignment, classroom visits and online access to the library materials. A school-wide reading program is being

developed to encourage reading through Accelerated Reader that includes regular library visits for new books and an incentive plan for those who are successful in meeting their reading goals. I've attached the desktop version of the competition handout that will be enlarged to poster size and displayed inside and outside the library.

We have created several subject lists on Destiny Quest, the library's OPAC, to encourage reading something new. The lists include "A Little Night Reading" which contains books with the word "night" in the title or subject headings and "Season's Readings" that includes anything we have on any of the winter holidays, fiction or nonfiction. This promotion is highlighted with a life-size book tree in the center of the Reading Room. When the students comment on the tree, we mention the list on Quest and show them where some of the books are displayed on the counters. We also place new titles on the counters and empty shelves all around the Reading Room and suggest they choose something new for their own winter break "Season's Reading." Circulation is increasing slowly and the library is now busy again during lunch and after school. It's a beginning

